

How-To Guide: Academic Program Assessment Plan and Report

Measures are opportunities for programs to collect information about how well students are demonstrating or performing the Student Learning Outcomes (SLOs).

Well-chosen measures will yield information that is relevant, useful, and actionable. Measures should be

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Direct Measures assess actual samples of student work. Direct measures

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Meets Standard Criteria on Academic Assessment Rubric:

- ☑ Most measures directly assess intended outcome (validity); measures are consistent across administrations (reliable); results will yield useful and meaningful information for improvement; includes multiple types of measures; includes 1 direct measure for each outcome; sufficient details are provided about where and how students demonstrate learning; sufficient details are provided about the measures to determine relevancy and rigor.

Here's a template to follow:

In [\[1. course or program requirement\]](#), students should complete a [\[test, portfolio, presentation, performance, assignment, survey, etc.\]](#). The purpose of the assignment is to have students [\[2. describe assignment\]](#). Students are asked to demonstrate [outcome] in this assignment.

[Outcome] is evaluated by [\[3. evaluation process\]](#), on a scale of [\[4. criteria or standard\]](#).

The program addresses the consistent application of the [rubric, faculty panel, answer key, etc.] across administrations with the use of [\[5. reliability strategy\]](#). This measure is considered to be trustworthy and useful because [\[6. validity strategy\]](#).

Example 1: Measure - Research project rubric, Outcome – Research methodology

In [\[1\] ODUU 400](#), students should complete a [research project on a topic of their choosing](#). The purpose of the assignment is to have students [\[2\] ask a research questions, provide a rationale for an appropriate methodology, conduct or outline that methodology, and then provide a list of possible](#)

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In [1] [ODUU 470](#), seniors should complete an [ePortfolio](#). The purpose of the ePortfolio is to have students [2] [make connections between their course assignments, the overall goals of the programs, and the disciplinary field. All sections of the ePortfolio are used to assess to written communication.](#)

EPortfolios are evaluated by three faculty using [3] [a program-level rubric, with three rubric areas directly evaluating written communication \(Readability, Logical Consistency, Reflection\)](#) and the rubrics are given to students along with the ePortfolio assignment. Rubric sections are scored on a scale of [4] [1 - 4, with 4 for Exemplary, 3 for Good, 2 for Acceptable, and 1 for Unacceptable.](#)

The program addresses the consistent application of the rubric across administrations by [5] [holding a short norming session at the start of the fall semester. All faculty who teach ODUU 470 attend. Samples of student work are shared and rated on the rubric. Faculty share their ratings, discuss applications of the rubric, and pose questions to each other based on previous experience.](#) The ePortfolio evaluations are considered to be trustworthy and useful because [6] [the rubric was collaboratively developed by faculty in the program and informed by educational best practices in our field. Additionally, all students are required to take ODUU 470 within their senior year. By this time students have taken our writing intensive courses, the general education writing requirements, and ODUU 300 \(another required course in our program that is focused on writing\). The ePortfolio is worth 30% of the final grade in this course. For these reasons, the program believes that this measure will provide useful data for improving student learning.](#)

Example 3: Measure - Capstone test developed by the program, Outcome - Applied Theoretical Knowledge and Data Analysis

In [1] [ODUU 480](#), seniors take the [capstone test](#). The purpose of the capstone test is to have students [2] [demonstrate mastery in two areas - applied theoretical knowledge and data analysis.](#)

[4] The test is 50 multiple choice questions and 10 evaluations

The test is [3]